

### **ABSTRACT OF THE INVENTION**

A display system includes at least one light emitting material having an absorption band carried on a support, wherein the support is a laminated article having a first ply and a second ply; and a projection assembly having an electromagnetic radiation source, the projection assembly configured to direct radiation of one or more selected wavelengths within the absorption band of the light emitting material toward the light emitting material to cause at least a portion of the light emitting material to emit light. The support can be an automotive transparency, a commercial window, a residential window, a commercial sign, an advertising display, and an insulating glass unit. The light emitting material is fluorescent materials, phosphorescent materials, and mixtures thereof.